

Formats

Leaderboard	728x90
Full Banner	468x60
Medium Rectangle	300x250
Advertorial Announcements	80 Characters of text with a .gif or .jpg logo of 85x35
Homepage feature	Up to 155 characters inc spaces, large image (243px x 248px)

- Files can be in .gif or .swf (Flash) formats and must be a maximum weight of 30KB
- Please remember to supply a landing URL for the campaign
- If providing Flash creative please also give us a GIF alternative
- For animated ads, the maximum animation length is 15 seconds

No pop-up, floating, expandable units, or between-the-page adverts are allowed on any of our sites. This is a result of the negative feedback that we have had from our users when we have used such copy in the past.

Flash Click through Commands

You need to create a button in your Flash creative and assign it an onrelease action by copying and pasting the following ActionScript code **exactly** as it appears:

Flash 4, 5, 6, and 7

```
on (release) {
  if (clickTAG.substr(0,5) == "http:") {
    getURL(clickTAG, "_blank");
  }
}
```

Flash 8 and 9

```
on (release) {
  if (_root.clickTAG.substr(0,5) == "http:") {
    getURL(_root.clickTAG, "_blank");
  }
}
```

Please note, do not hard code your link into the banner.

If you are in any doubt please read our Flash clickTAG Tutorial for step-by-step instructions

http://www.advertpro.com/docs/1.0/html/manual/flash_clicktag.html

You may also wish to refer to the Adobe Flash documentation for your version of Flash:

Flash 9: <http://livedocs.adobe.com/flash/9.0/UsingFlash/help.html?content=WSd60f23110762d6b883b18f10cb1fe1af6-7b25.html>

Flash 8: http://livedocs.adobe.com/flash/8/main/wwhelp/wwhimpl/js/html/wwhelp.htm?href=Part1_Getting_Started.html

Flash 7: http://livedocs.adobe.com/flash/mx2004/main_7_2/wwhelp/wwhimpl/js/html/wwhelp.htm?href=Part_GettingStarted.html

Javascript

```
<SCRIPT language="JavaScript" type="text/javascript"> document.write('<P>'); document.write('<A href="%%CLICKLINK%%
%%http%3A%2F%2Fwww.gotohere.com%2F" target="_blank">Your Link Here</A>'); document.write('</P>'); </SCRIPT>
```

When complete send all copy via email to your Account Manager at Educate. If you have any questions please call us on 0207 902 1200

